April 8, 2015

Dear Safe Kids Team,

Thank you for joining the campaign. I’m very excited that you are participating in UN Global Road Safety Week, which is aimed at protecting children on the roads; a cause that we all care deeply about.

Safe Kids is providing grants to Global Network Members in the United States and abroad to host events and activities during Global Road Safety Week. Just imagine how big of an impact we will make around the world to protect children on the roads! All participating Global Network Members will implement the following activities:

- Participate in the United Nation’s #SaveKidsLives Campaign, which includes the following key activities:
  
  o **READ IT, SIGN IT**: Collect signatures for the UN’s [Child Declaration](#). The grantee that submits the most signatures will win a $500 prize;
  
  o **SHOW IT**: Take “Safies” and upload them to the [#SaveKidsLives Campaign](#); and
  
  o **DELIVER IT**: Organize a high-visibility public event in your community in order to deliver the Child Declaration and signatures to key policymakers. Invite kids, parents, teachers, volunteers, policymakers, media and road safety stakeholders to your event, and use the media plan to promote your event through social and traditional media.

- Work with teachers to educate children on bike, pedestrian and vehicle safety in the classroom. In the U.S., you can use [Scholastic educational materials](#) that we’ve prepared.

To learn more about the campaign, the Child Declaration, and how you can participate, read the enclosed toolkit or visit [www.safekids.org/safe-roads-safe-kids](http://www.safekids.org/safe-roads-safe-kids).

Thank you for your continuous efforts and commitment to protecting kids from preventable injuries. Together we can continue to drive down the child injury death rate and make an impact in communities around the world. I know that we will make Global Road Safety Week a huge success!

Sincerely yours,

Kate Carr
President and CEO
Please use this Global Road Safety Week Event and Media Guide to help you meet the grant deliverables.

Global Objectives:

- Participate in the #SaveKidsLives Campaign (Appendix A), including the following key steps:
  - **READ IT, SIGN IT**: Collect signatures for the Child Declaration, leading up to and during Global Road Safety Week;
  - **SHOW IT**: Take “Safies” and contribute to the #SaveKidsLives Campaign;
  - **DELIVER IT**: Deliver your Child Declaration publicly to your policymakers (i.e. mayors, local officials, DOT, etc.) by organizing a high-visibility public event in your community in order to deliver the Child Declaration and signatures to key policymakers. Invite kids, parents, teachers, volunteers, policymakers, media and road safety stakeholders to your event. In the United States, you may want to link your events with education sessions and National Bike Month for a “Walk and Roll” event.
  - Work with teachers to educate children on bike, pedestrian and vehicle safety in the classroom. In the U.S., promote Scholastic educational materials.
  - Promote the Scholastic family letter to encourage parents and caregivers to sign the Child Declaration
- Utilize the media plan (Appendix C) to generate and promote your event through social and traditional media.

Deadlines:

- March 23, 2015 – Release GRSW RFP
- April 3, 2015 – RFP Grant Deadline
- April 10, 2015 – Announce GRSW grantees
- April 15, 2015 – Checks (and toolkits mailed - U.S. coalitions only)
- May 4 – 10, 2015 – Global Road Safety Week
- June 1, 2015 – Evaluation & event photos due
- June 15, 2015 – Signature Challenge winner will be announced

Global Road Safety Week toolkit includes:

- #SaveKidsLives “Safie” signboard
- Oversized Child Declaration poster & signature page
- Branded vinyl banner for event
- Global Road Safety Week Guide
- Media guide and templates

**Coalitions in the U.S. will also receive:**

- Printed Scholastic lesson plans for grades 3-5 and 6-8
- 100 reflective giveaways
- Bell Bike Helmets (quantity TBD)
Global Road Safety Week
Grant Opportunity Overview

Global Road Safety Week Guide
• Appendix A: #SaveKidsLives Campaign
• Appendix B: Event Checklist
• Appendix C: Media Guide and templates
• Appendix D: Sample Evaluation

Important Links:
• Global Road Safety Week websites:
  • www.safekids.org/safe-roads-safe-kids
  • www.SaveKidsLives2015.org
• Global Road Safety Week event registration:
  http://www.who.int/roadsafety/week/2015/register/en/
• What is a “Safie”?  
  • Child Declaration
  • Scholastic Classroom Lessons Plans (U.S. Coalitions only)
APPENDIX A
Child Declaration and “Safies”
#SaveKidsLives
http://www.savekidslives2015.org/

READ IT, SIGN IT
Child Declaration

Two options on how to collect signatures: electronic signature or on paper

Electronic Signature

Use the oversized Child Declaration signature page for media purposes (i.e. policymakers, principal, etc.)

SHOW IT
Take a “Safie”
Download the “Safie” template for individuals to personalize

Take a photo, share on Facebook, Twitter and Instagram with the hashtag #Safie and #SaveKidsLives

DELIVER IT
At your event deliver the Declaration to your policy makers with media present.

Why are thousands of children killed and injured on the roads around the world every single day? Because not
drinking and driving is dangerous. Speeding is dangerous. People who
care about children should not do

Every day more than 800 children lose their lives in traffic crashes globally. Thousands are injured. Support the campaign by signing the declaration. Together we will make a call for action on road safety:

I am a person
We are an organization
We are from a school
Your full name
Your country

By signing the Declaration you are helping to:

- call for action to stop the growing number of road deaths worldwide
- ask decision makers to save kids’ lives by putting road safety in place
- support the movement for road safety led by children

Drinking and driving is dangerous. Speeding is dangerous. People who care about children should not do

Laws must be made, voices must be heard, and there must be action to ensure safe roads for all children, all over the world.

So we call on you, the world’s leaders, to include action against road deaths in the new goals for global development. Wherever we live, we want and expect road safety for our friends, our families and ourselves.

We are only children and our voices aren’t always heard. So we need you to help us by taking action. If you provide us with safe roads now, we can and will set a good example for generations to come. Please listen and act. Save Kids Lives.
Before Your Event

- **Event Objectives**
  - Present public officials with the Child Declaration
  - Raise awareness through traditional and social media
  - Incorporate an interactive education experience with children and families (i.e. Walk & Roll event)

- **Establish Planning Committee** (community partners, policymakers, media, schools, first responders, etc.)
  - Assign sub committees
    - **Event Committee** – responsible for theme, run of show, volunteers, etc.
    - **Dignitary Committee** – identifies and confirms representation from policymakers (mayors, local officials, Department of Transportation, etc.)
    - **Communications Committee** – responsible for media (traditional and social)
    - **Event Promotion Committee** – oversees logistics and promotion of event
    - **“Safie” Team**: Take “safies”, start immediately
    - **Child Declaration Team**: collect names for the Child Declaration (partners, planning committee, public officials, parents, teachers, etc.) At the event itself, you should plan to deliver a copy of the Child Declaration to lawmakers along with the list of signees, so they can see the breadth of individuals and organizations in your community that are committed to improving road safety for children. Some participants are accomplishing this by printing a large version of the Declaration using the provided template and having people sign it directly or by adding “sticky notes” with signers’ names.

- **Plan Logistics**
  - **Overall Logistics**
    - Schedule planning meetings
    - Confirm event location, date & time (May 4 – 10, 2015)
    - Define target audience (policymakers, parents, teachers, children, school principal)
    - Determine budget
    - Draft Run of Show
    - Recruit volunteers
    - Promote event
    - Locate electricity; if necessary
    - Assemble press kit
  - **Prepare Equipment and Materials**
    - Determine photography/videography needs for the event
    - Identify necessary display elements and signage
    - Print materials (SKW-provided templates for banners, child declaration, “Safies”)
    - Chairs, podium, sound system
APPENDIX B
Event Checklist

- Invite People to Attend
- **Contact Media** (Appendix C: Media Plan)
- **Collect Signatures for the Child Declaration** (Appendix A: Child Declaration and “Safies”)

### During the Event

- **Safety is your #1 priority.**
  - Use safety cones or barricades to designate a safe area
  - Position volunteers strategically where there are moving cars and roadways
  - Position signage to direct the public, media, volunteers

- **Media Attention**
  - Identify media attendees, provide a press kit and assign staff to escort during the event
  - Utilize the oversized Child Declaration signature page
  - Ensure that media members receive a press release, if one is being issued. (See Media Guide for details.)

- **Designate an Escort for your Key Policymakers**

- **Execute the Event According to Your Plan**

- **Set up a “Safie” Booth**

- **Present the Child Declaration poster and signature page to Decision-makers**

### After the Event

- **Gather Photos (“Safies” and event photos)**


- **Send “Thank you” Letters or Cards to Key Stakeholders**

- **Submit Safe Kids Worldwide Evaluation** (Appendix D – Sample Evaluation Questions)
  - Submit event photos by providing a link (e.g. Hightail, Shutterfly, Flickr, etc.)

- **Continue to partner with participating public officials**
  - Schedule a meeting to discuss continuing the future projects and initiatives
  - Send a thank you note
  - Invite them to attend your next Safe Kids meeting
Media and Social Media Plan

You will want to develop a media plan for your event, including outreach to traditional media (television, radio, and newspapers) as well as on various social media platforms. Engaging the media will help spread the message and influence local policymakers.

• Create media and awareness materials
  • Your first step should be to create an appropriate media advisory (see attached template) to announce the event and/or press release (see attached template) for after the event. A sample of each is included in this toolkit to make this task easier for you.
  • Use the provided Safe Kids branded materials such as the vinyl banner and the oversized Child Declaration.
  • You will also want to create appropriate supporting materials. These may include pamphlets, fact sheets, posters, or other products based on the latest data and information about children and road safety. Key messages have been included in this toolkit to help you. Stories of road traffic victims, as told by their families, also make for powerful narratives to engage the attention of the media and policymakers.

• Contact traditional media outlets in advance
  • Send the media advisory, previewing the event, a few days or one week before the event and follow up by contacting media outlets to encourage them to attend and cover the event (see attached template). Referring back to your event narrative, make sure you have a strong set of convincing arguments (a pitch) for local reporters. Supply them with pertinent statistics and supporting documents to make their job as easy as possible. See https://www.safekids.org/facts-about-global-road-safety-children for some background-materials.
  • Create a press release for the day of the event (see attached template)
    • This can be drafted in advance of your event, then finalized immediately afterwards to add details from the day.
  • Create a social media plan
    • Create your social media plan. See below for guidance.
  • Choose a spokesperson and prepare for interviews. Determine which team member will be interviewed by the media. This should be someone who is conversant with the road safety issue and is able to speak in simple, to-the-point statements without straying from the main messages of the event. Sample general messages for a Global Road Safety Week event are below. These should be supplemented with local messages from your own community.

How to Activate Social Media

It’s very important to get your messages out through whatever social media platforms are used most in your community. Safe Kids Worldwide has prepared the following guide to some of the most popular social media platforms, including sample Facebook and Twitter posts.

Facebook

Post facts and information about Global Road Safety Week on Facebook. Interact with other Global Road Safety Week participants by sharing their posts on your own page. This will ensure that the messages reach a wide audience.
Every day more than 500 children around the world lose their lives in traffic crashes. Tens of thousands are injured. Help #SaveKidsLives: Sign the Child Declaration for Road Safety. http://bit.ly/1w8pOtp

It’s Global Road Safety Week. A growing epidemic of traffic injuries is devastating the next generation of children around the globe. Find out what you can do to help. [Link to your event or program]

Did you know? More than 90 percent of child road deaths occur in low- and middle-income countries. Find out what you can do to help #SaveKidsLives: http://bit.ly/1w8pOtp

Twitter
Tweet out messages about signing the Child Declaration and promote general Global Road Safety Week information on Twitter. Consider re-tweeting SKW information, tweeting out some of our suggested tweets, or tweeting out some of your own.

- Every day, more than 500 children are killed in traffic collisions globally. Sign the declaration to #SaveKidsLives: http://bit.ly/1w8pOtp
- It’s Global Road Safety Week. Let’s work together to reduce the global toll of traffic injuries and #SaveKidsLives: http://bit.ly/1w8pOtp
- Did you know? 90+% of children killed in traffic crashes live in low/middle-income countries: http://bit.ly/1BurOkn #SafeRoadsSafeKids
- Help save a child’s life today. It just takes a minute: http://bit.ly/1qnv9xM #SaveKidsLives

Social Media Tips and Tools
We need your help to get the message across using various social media channels and we encourage you to promote these suggested hashtags for twitter:
- #SafeRoadsSafeKids
- #SaveKidsLives

To shorten a link for Twitter, just go here: https://bitly.com/shorten/

How to Prepare Key Messages & Factsheet
The following messages on road safety are designed to be helpful in framing the narrative of your event and creating supportive materials (i.e. Factsheet). You will want to add your own local or national statistics, along with stories from your own community, to help make this material more relevant to local audiences.

The Problem
A growing epidemic of traffic injuries is devastating the next generation of children around the globe.

- More than 500 children are killed every day as a result of road traffic collisions, and tens of thousands are injured, often suffering lifelong disabilities.
- Children living in poorer nations are most at risk. In fact, more than 90 percent of child road deaths occur in low- and middle-income countries.
Unless we take action now, the global toll of traffic injuries will explode, placing millions of children at risk.

- Road traffic injuries are the leading cause of death for children ages 5 to 19 in the United States and around the world.
- And by 2030, road traffic injuries are projected to surpass HIV/AIDS, malaria and tuberculosis as a cause of death worldwide.

Road traffic crashes are undermining the world economy and keeping millions in poverty.

- We are losing at least $500 billion USD per year as a result of road traffic collisions. This keeps as many as 70 million people in poverty and increases costs for businesses worldwide.

Yet global road safety is not getting the priority it deserves.

- While 88 countries experienced a decrease in the number of road traffic deaths from 2007-2010, 87 others experienced an increase.
- Only 7 percent of the world’s population is covered by laws that address all five risk factors (speed, drinking and driving, helmets, seat belts and child restraints).

And children have been left out of most safety efforts.

- Only 23 percent of low-income countries have laws requiring that young children ride in the back seat or be appropriately restrained in cars, and many do not have any laws requiring children to wear helmets while riding on motorcycles or bicycles.
- Thousands of children die each year on their way to and from school.

**The Solution**

We can prevent children from being killed or injured in traffic collisions, and we don’t need costly fixes to do it.

- We already know what works. If we lower speed, increase the use of motorcycle and bike helmets, insist on seat belt use, crack down on drunk driving and reduce distraction, we can save millions of lives. We must call on our policymakers to pass comprehensive laws and back them up with tough enforcement.
- In preparation for Global Road Safety Week 2015, children from around the world came together to create a Child Declaration that makes clear what children need in order to be safe on our roads.
- Today, we are delivering the Child Declaration to key policymakers and are calling on them to take strong action in response to this growing epidemic.
- All of us can take part in this campaign. Take action now to #SaveKidsLives. Go to safekids.org/safe-roads-safe-kids to join the campaign, sign the Child Declaration, and take strong action steps to make roads safer for children.
Brand Guidelines

The Decade of Action for Road Safety yellow tag is considered a “symbol” rather than a logo. The United Nations requests the Decade of Action symbol be used apart from and presented at a higher level than any accompanying logos.

Please avoid using the Decade of Action symbol at the same level as private sector company and other logos, unless they have been approved by the United Nations (such as the World Health Organization Global Road Safety Week Logo below).

Proper Use

Improper Use
Global Road Safety Week: Template for a Media Advisory for Your Event

[Date]

Contact:
[Contact name]
[Phone number]
[Email address]

**MEDIA ADVISORY**

**Area Children and [your Organization] Challenge [Community Leaders] to stop tragedies leading to [number] road traffic deaths**

United Nations and organizations around the world call for safer roads for children during Global Road Safety Week

[Headliners, for example, politicians or community leaders] will join children in [local area] to raise awareness and take action to stop the epidemic of kids being killed and injured around the world on the road.

**WHO:**
[Most recognized name]
[Your organization]
[Safe Kids Worldwide]
[#SaveKidsLives]
[other organizations]

**WHEN:**
The event is ## a.m. Day, May X, 2015.
Brief remarks will be begin at [time] followed by opportunity for individual interviews.

**WHERE:**
[Site]
[Address]
Event will be held rain or shine.

**WHAT:**
For Global Road Safety Week (May, 4-10, 2015), [your Community] joins communities around the world working hard to stop deaths and injuries to children on our roads. At the event, attendees will sign the United Nations’ Child Declaration urging policymakers to take strong action, including [list local actions recommended].

**WHY:**
Global Road Safety Week supports the United Nations *Decade of Action for Road Safety 2011-2020* and draws attention to the urgent need to better protect children from death and injury due to road traffic collisions. Each day, more than 500 children die in road collisions, while tens of thousands are injured, often suffering lifelong disabilities. Road traffic injuries are the leading cause of death of children ages 5 to 19 in the United States and around the world. Unless immediate and effective action is taken, the global toll of traffic injuries will explode, placing millions of children at risk.

**About [Organization]**
Your boilerplate information goes here.

**About Safe Kids Worldwide**
Safe Kids Worldwide is a nonprofit organization working to prevent childhood injury, the number one killer of children in the United States. Throughout the world, almost one million children die of an injury each year, and almost every...
one of these tragedies is preventable. Safe Kids works with an extensive network of more than 500 coalitions in the
U.S. and with partners in more than 25 countries to reduce traffic injuries, drownings, falls, burns, poisonings and
more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 60 percent.
Working together, we can do much more for kids everywhere. Join our effort at safekids.org.

About #SaveKidsLives
#SaveKidsLives is the worldwide and official campaign for the Third United Nations Global Road Safety Week (4-10 May
2015). The campaign is calling for action to save children’s lives on the roads around the world. It does so by
highlighting the plight of children on the roads; generating worldwide action to better ensure the safety of children on
the roads; and calling for inclusion of safe and sustainable transport in the post-2015 development agenda. The
campaign operates on the principles of the Decade of Action for Road Safety 2011-2020 and is managed by a broad
coalition of members from the United Nations Road Safety Collaboration.
Global Road Safety Week: Template for a Press Release for Your Event

[Date] [Contact: [Name]
  [e-mail]
  [phone]

[ BIG NAMES ] JOIN LOCAL CHILDREN AND SAFETY ADVOCATES TO PROMOTE GLOBAL ROAD SAFETY

United Nations and communities around the world call for safer roads for children during Global Road Safety Week

Washington, D.C. – More than [XXX] students, safety advocates, [anyone else] met today at [where] to raise awareness and challenge local leaders to enhance the safety of children on the roads. The event was one of hundreds around the world during Global Road Safety Week in which communities came together to take action on the issue of road safety for children.

[Include a few sentences describing highlights from event, including signing the declaration and delivering to local officials.]

[Quote from appropriate representative: “Road safety is a serious issue that is likely to grow significantly in the immediate future, if we don’t act now,” said [appropriate spokesperson]. “Today’s event is about taking action and spreading the word during Global Road Safety Week and beyond to make a real difference in the lives of our most vulnerable road users.”]

Global Road Safety Week supports the United Nations Decade of Action for Road Safety 2011-2020 and draws attention to the urgent need to better protect children from death and injury due to road traffic collisions. Each day, more than 500 children die in road collisions, while tens of thousands are injured, often suffering lifelong disabilities. By 2015, road traffic injuries will be the leading cause of death for children over the age of five years in developing countries.

[Include any local data/statistics on injuries and deaths or local perspective/story].

[Include other highlights from local event, including additional participants and appropriate quotes.]

About [Organization]
Your boilerplate information goes here.

About Safe Kids Worldwide
Safe Kids Worldwide is a nonprofit organization working to prevent childhood injury, the number one killer of children in the United States. Throughout the world, almost one million children die of an injury each year, and almost every one of these tragedies is preventable. Safe Kids works with an extensive network of more than 500 coalitions in the U.S. and with partners in more than 25 countries to reduce traffic injuries.
drownings, falls, burns, poisonings and more. Since 1988, Safe Kids has helped reduce the U.S. childhood death rate from unintentional injury by 60 percent. Working together, we can do much more for kids everywhere. Join our effort at safekids.org.

About #SaveKidsLives

#SaveKidsLives is the worldwide and official campaign for the Third United Nations Global Road Safety Week (4-10 May 2015). The campaign is calling for action to save children’s lives on the roads around the world. It does so by highlighting the plight of children on the roads; generating worldwide action to better ensure the safety of children on the roads; and calling for inclusion of safe and sustainable transport in the post-2015 development agenda. The campaign operates on the principles of the Decade of Action for Road Safety 2011-2020 and is managed by a broad coalition of members from the United Nations Road Safety Collaboration.
Educational Sessions using Scholastic Materials (U.S. coalitions only)

- Number of students
- Grade of students
- Total number of schools
- Total number of education sessions
- Number of volunteers
- Number of FedEx volunteers
- Number of FedEx volunteer hours
- Date of education sessions

Community Events

Please provide a summary of the public event that was held to commemorate Global Road Safety Week. Please include your call to action and any other successes during the event.

- Date of event
- Location of event
- Please list the names of policymakers who attended event. (include name, title, and organization)
- Please list the names of partners that attended event. (include names, title, and organization)
- Number of participants
- Number of students
- Number of signatures collected for Child Declaration. Submit to http://www.savekidslives2015.org/#sign-it or email offline forms to info@savekidslives2015.org.
- Additional financial support secured for GRSW activities
- Number of volunteers
- Number of FedEx volunteers
- Number of FedEx volunteer hours

Media Coverage

- What types of media outreach did you conduct to promote your event?
- Please give the number of online, print or radio interviews and include available links and/or clippings
- Total media impressions (if available)

Stories and Quotes

- Please share any stories and quotes from the event